IN THE CLAIMS

Please cancel claim 2, and amend claims 1, 3-5, and 7-11 as follows:

1. (Currently Amended) A storage device comprising:

a plurality of memory blocks each including a plurality of cells in correspondence with a data length ~~of image data consisting of first data~~;

a first register for storing a first address representing a start point for storing a specific number of first data each having a same value;

an adder for adding run-length data representing the specific number of the first data each having the same value consecutively repeated to the first address so as to produce a second address;

a second register for storing the second address; and

a controller for controlling a number of cells in the plurality of memory blocks to be selectively and simultaneously placed in a write-enable state based on the first address and the second address ~~a selector for simultaneously selecting a specific number of cells for commonly storing a specific number of first data each having a same value which consecutively emerge in the image data~~.

2. (Canceled)

3. (Currently Amended) A storage device according to claim 1 [[2]], wherein the controller selects the ~~specific~~ number of cells based on a relationship between the first address and the second address with respect to a [[each]] storage unit of a plurality of storage units, which [[is]] are set across the plurality of memory blocks in correspondence with the data length ~~of the image data~~.

4. (Currently Amended) A storage device according to claim 3, wherein the controller simultaneously selects the ~~specific~~ number of cells all belonging to a specific storage unit when

both of the first address and the second address belong to the specific storage unit.

5. (Currently Amended) A storage device according to claim 3, wherein the controller simultaneously selects the ~~specific~~ number of cells, a first one of which is designated by the first address, within a specific storage unit when the first address belongs to the specific storage unit but the second address is set outside of the specific storage unit.

6. (Original) A storage device according to claim 3, wherein the controller simultaneously selects all cells of a specific storage unit when both of the first address and the second address are set outside of the specific storage unit.

7. (Currently Amended) A storage device according to claim 3, wherein the controller simultaneously selects the ~~specific~~ number of cells, a last one of which is designated by the second address, within a specific storage unit when the first address is set outside of the specific storage unit but the second address belongs to the specific storage unit.

8. (Currently Amended) A storage device according to claim 1, wherein the first data are pixel data produced by run-length coding on serial data~~, and the second data are run-length data therefor~~.

9. (Currently Amended) A method for controlling a storage device that ~~comprises~~ includes a plurality of memory blocks, each including a plurality of cells in correspondence with a data length ~~of image data consisting of a plurality of first data~~, said method comprising ~~the step of~~:

storing a first address representing a start point for storing a specific number of first data each having a same value;

adding run-length data representing the specific number of the first data each having the same value consecutively repeated to the first address so as to produce a second address;

storing the second address; and

controlling a number of cells in the plurality of memory blocks to be selectively and simultaneously placed in a write-enable state based on the first address and the second address ~~simultaneously selecting a specific number of cells for commonly storing a specific number of first data, each having a same value, which consecutively emerge in the image data~~.

10. (Currently Amended) The method for controlling a storage device according to claim 9, wherein the ~~specific~~ number of cells are defined between [[a]] the first address and [[a]] the second address~~, which is produced by adding second data representing the specific number of the first data each having the same value consecutively repeated in the image data to the first address~~.

11. (Currently Amended) A computer-readable medium having encoded thereon instructions which when executed implement ~~for storing~~ a method for controlling a storage device that ~~comprises~~ includes a plurality of memory blocks each including a plurality of cells in correspondence with a data length ~~of image data consisting of a plurality of first data~~, said method comprising ~~the step of~~:

storing a first address representing a start point for storing a specific number of first data each having a same value;

adding run-length data representing the specific number of the first data each having the same value consecutively repeated to the first address so as to produce a second address;

storing the second address; and

controlling a number of cells in the plurality of memory blocks to be selectively and simultaneously placed in a write-enable state based on the first address and the second address

~~simultaneously selecting a specific number of cells for commonly storing a specific number of first data, each having a same value, which consecutively emerge in the image data,~~

~~wherein the specific number of cells are defined between a first address and a second address, which is produced by adding second data representing the specific number of the first data each having the same value consecutively repeated in the image data to the first address.~~

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